REMARKS

Claims 1, 10 and 19 have been amended to incorporate the subject matter of claims 2 and 11, which have been canceled. The claims have also been amended to maintain appropriate antecedent bases. No new matter has been added. Upon entry of this amendment, claims 1, 3-10 and 12-19 will be pending in this application.

Claims 1-19 are rejected under 35 USC 103(a) as unpatentable over Anderson (US 7,046,789). Applicants respectfully traverse this rejection with respect to the claims as amended.

The claimed subject matter is directed to managing representatives in e-commerce comprising a number of elements in combination. In representative claim 1, for example, the claimed combination includes a storing step, a screen generating step and a screen sending step by a management terminal that manages the representatives. The storing step stores representative information and selection information. The representative information indicates a plurality of representatives who are assigned to an organization that a user belongs to. The selection information indicates a selected representative who is selected from the plurality of representatives by the user. The screen generating step generates data of a screen which indicates the selected representative indicated by the selection information, and enables the user to select on the screen another representative other than the selected representative from the representatives indicated by the representative information. The screen sending step sends data of the screen to a user terminal operated by the user. Claims 10 and 19 recite similar limitations.

Claim 1 has been further amended to recite an information sending step and an updating step. The information sending step sends, by the user terminal to the management terminal, representative change information indicating another representative selected by the user on the first screen. The updating step updates, by the management terminal, the selection information using the provided representative change information, setting the representative selected by the user as a newly selected representative. Claims 10 and 19 have been amended to recite similar limitations.

A similar combination of elements is neither disclosed nor suggested by Anderson. Anderson does not disclose or suggest a user terminal sending to a management terminal representative change information indicating another representative selected by a user from among a plurality of representatives assigned to an organization to which the user belongs. Anderson does not disclose or suggest the management terminal updating selection information using the provided representative change information and setting the representative selected by the user as a newly selected representative.

The Examiner relies on col. 8, lines 6-9 and 24-36 of Anderson as teaching the claimed representative change selection and updating. In particular, the Examiner states that the teaching in Anderson of a "selection of one or more resources assigned to new profile" and "modifications saved and applied to all resources applied to that relationship" discloses representative change selection and updating as claimed. Applicants respectfully disagree. Anderson describes selecting resources and assigning the selected resources to a profile for storage (col. 8, lines 6-9), and that agents are included in resources (col. 6, lines 39-42). The portion of Anderson relied on by the Examiner relates to processes directed only to selecting and changing resources for displaying statistical information. Consequently, the processes of Anderson are in direct contrast to the claimed process in which a user selects a representative assigned to the user's organization from a list of assigned representatives and changes the assigned representative.

An advantage of the claimed subject matter is that a user is allowed to select a sales representative from among representatives associated with the organization to which the user belongs and change the sales representative at any given time. In contrast, Anderson (fig. 18; col. 11, lines 39-47, etc.) merely describes displaying a list of agents that can be selected. However, even when a user selects an agent from the list, the system of Anderson only displays detailed information about the agent. Anderson does not disclose or suggest selecting a user's own

representative from among a plurality of displayed representatives of the organization to which the user belongs and changing the representative.
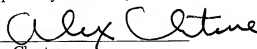
Accordingly, since Anderson does not provide the teachings for which it is cited, and fails to disclose or suggest all of the elements recited in claim 1, the rejection of claim 1 and its dependent claims should be withdrawn. Further, since claims 10 and 19 recite similar limitations, the rejection of claims 10 and 19 and their dependent claims should also be withdrawn.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark Office determines that an extension and/or other relief is required, Applicants petition for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing docket no. 116692004800.

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